

PROPOSALS TABULATION					
RFP-RH-16-029					
Governmental Representation					
NAME	Capitol Services, Inc.	Midwest Strategy Group of Michigan	Clark Hill PLC	Strategic Communication Solutions	Frederick Group
ADDRESS	110 W. Michigan Ave. Ste. 700 Lansing, MI 48933	101 S. Washington Square Suite 620 Lansing, MI 48933	500 Woodward Ave. Suite 3500 Detroit, MI 48226	43422 West Oaks Dr. #338 Novi, MI 48377	216 N. Chestnut St. Lansing, MI 48933
Year Firm Established	1986	2005	1890	2002	2008
Years in Business	30	11	126	14	8
Type of Organization	Corporation	Other	Other	Corporation	Corporation
Years company has been providing governmental representation?	Capitol is a comprehensive bipartisan governmental affairs consulting firm located in Lansing, MI founded in 1986. Over one third of their clients have been with them for more than 20 years. Lobbying team has a combined 90 years of experience in all facets of governmental relations including legislative and regulatory analysis and monitoring, direct lobbying, strategic planning, coalition building, and advocacy training.	They are a woman-owned, bi-partisan firm, located one block from the Michigan Capitol. Their lobbyists hail from diverse political backgrounds, having worked for both Democrats and Republicans, giving MWSG a strong reputation of effectiveness on both sides of the aisle. Collectively, their lobbyists have over a hundred years of experience working closely with all areas of federal, state, and local units of government.	Is an entrepreneurial, full-service law firm assisting clients in all areas of business legal, personal legal and government and public affairs services. In 2013 Clark Hill merged with Thorp Reed & Armstrong to now include a Roster of more than 350 attorneys and professionals, and has been ranked as the fastest growing Am Law 200 firm. Has offices in Lansing, Detroit, Grand Rapids and Birmingham among other offices in 7 different states.	Have been advocating for their clients since 2002. Have more than 100 years of experience in federal, state, county or local government with over two decades representing clients in the government arena.	Michael Frederick has represented local government when he worked with an Oakland County based lobbying firm for a short period. During this time he worked with the Oakland County Board of Commissioners, Automation Alley, a local township, and a community college. The Frederick Group is a multi-client governmental relations firm committed to serving the interests of their clients. They partner with their clients to serve as an advocate, communicator, issue manager, and facilitator.
Full-Time Professional:	6	7	368	6	2
Full-Time Non-Professional:	0	5	194		0
Part Time:	1	0	23	7	0 - Have additional support resources that they may engage as needed.
Describe resources you are capable of bringing to the City. Submit staff profiles. Include educational background.	At Capitol you benefit from having the entire firm work on your issues when necessary, with daily focus from your lead and backup lobbyists. The lead lobbyist will be Ben Bodkin and secondary will be Jean Doss. Both partners in the firm with extensive lobbying experience in Lansing. Ben has been named on of the most effective corporate/association lobbyists in a survey of Lansing insiders conducted by MIRS News. He holds BA in History and a minor in Political Science from Hillsdale College. Jean has been helping clients achieve their goals for state appropriations for over 25 years. Jean was able to successfully pass legislation necessary to access over \$5M in federal funding for lead hazard abatement. B.A in Psychology at University of Michigan.	Nicole Nystrom, with Chris Fisher and Mike Compagnoni, will be the lead consultants if MWSG is chosen as the City's consultant. MWSG uses a team approach and coordinates the backgrounds and strengths of our entire lobby team to ensure the client's needs are met. Nicole Nystrom-Bachelor's Degree in Political Theory and Democratic Law from James Madison Honors College at Michigan State University. Chris Fisher-Graduate of Hillsdale College with dual degrees in History and Political Science. Mike Compagnoni-B.A. in Political Science with a Concentration in Public policy from the Gerald R. Ford Institute of Public Policy and Service. Full biographies are in vendor response pages 2-4.	Has been representing clients with government affairs and lobbying interests for many years. From advising clients on legislation and regulation before the state government to advocacy in the implementation of broad, sweeping actions by the federal government, Clark Hill offers a commanding and comprehensive perspective. Their government affairs professionals have served in the white house, senior executive positions in the federal government, on national, state, and local political campaigns. Clark Hill has represented U.S. Presidents and Presidential candidates, U.S. Senators, U.S. Reps, Governors, State treasurers, and political candidates at all levels of government. The proposed team would be led by Tom L. Kelly. Tom is a Director of Governmental Affairs and works out of both Detroit and Washington DC offices. Clark Hill embraces a collaborative approach that incorporates the expertise of a core team of attorneys and lobbyists who will represent the City on a consistent approach. Proposed team members are listed in Appendix A.	Several of SCS principles live in Oakland County. They understand Oakland County, especially Rochester Hills. Dan Pero was the Chief of Staff for Governor Engler and was the architect of many of the most influential changes in state government over the past 30 years. Robert Law is an attorney, and served as the Executive Assistant for policy and Legislation for almost four years for the governor after being elected to terms in the Michigan House of Reps. Ron DeCook was the Deputy Director of the County Road Association of Michigan and most recently served as the Director of the Office of Governmental Affairs at MDOT. Previously he served as Chief-of-Staff to Senator William Faust Democrat Senate Leader. Mindy Fernandes blends her career in political grass roots organizing, government relations, and legislative staff experience and association management with her expertise in marketing and social media on behalf of Rochester Hills.	Strategic public policy planning, legislative monitoring, legislative & regulatory analysis, advocacy training, direct lobbying, including aggressively pursuing your public policy priorities, expediting regulatory response time, coalition building, procurement assistance. The staff assigned to service the City is Michael Frederick and Justin Clement. Michael graduated from Michigan State University with a B.A. from James Madison College and a Juris Doctorate from the Thomas M. Cooley Law School. He has served as Vice Chairman of the Lansing Charter Township Planning Commission, a member of the Lansing Charter Township Brownfield Redevelopment Authority. Justin Clement graduated with a B.A. from James Madison College at Michigan State University. Justin served Michigan State as the MSU Greenline External Philanthropy assistant manager. Justin has legislative and marketing experience interning with the Michigan House of Representatives as the MSU Alumni Association.

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How many public sector (governmental) clients of similar size? Provide listing for at least three (3).	Capitol Services seven public/government sector clients, including: <u>Oakland County Community Mental Health Service, Inc.</u> Willie Brooks, CEO, 248-858-1210 Management and advocacy of both policy and appropriations issues. This is a full service contract <u>Michigan Downtown Association</u> Gerald "Jerry" Detloff, Executive Director 248-838-9711. Hired to work on Downtown Development Authority/Tax Increment Financing Authority Issues. <u>Michigan Sheriffs' Association (MSA)</u> Terry Jungel, Executive Director and CEO 517-485-3135 Management and advocacy of both policy and appropriations issues. This is a full service contract	Aside from relationship with the Michigan Municipal League, they are currently not working with any other governments. <u>Michigan Municipal League</u> Chris Hackbarth, Director, State Affairs 517-908-0304 <u>Michigan Public Transit Association</u> Clark Harder, Executive Director 517-324-0858 <u>Oakland Community College</u> Janet Roberts, Interim Vice Chancellor 248-341-2020	Has represented dozens of Michigan Municipalities over the years. <u>Wayne County</u> -Amy Beard, Director of Gov't Affairs, 313-224-5656 <u>Henry Ford College</u> -Stanley Jensen, President, 313-845-9650 <u>Detroit Economic Growth Corporation</u> -Michael Forsyth, Small Business Director, 313-610-0655	Has represented numerous local communities. Currently representing: <u>Orion Township</u> -Chris Barnett, Supervisor, 248-391-0304 ext. 201. <u>St. Clair County</u> -Jeff Bohm, Chairman, St. Clair County board of Commissioners, 810-874-6554 <u>Schoolcraft College</u> - Dr. Jeff Conway Jeffress, President. Has been representing for over a decade.	The Frederick Group has not directly represented any Governmental Units. However, through one of the Frederick Group's clients, the firm is working to solve specific public sector/governmental issues. The Frederick Group is working with the MI Dept of Treasury to develop clarifying guidance to local units of government in regards to selling foreclosed properties. Working with Dept of Treasury to develop pilot program to assist distressed local units of government. The pilot project would entail outsourcing the financial functions of the local unit so that they may focus on their core mission.
Provide a list of clients you currently represent. Is list attached to this proposal?	Yes, Please see Attachment D and E	Yes	Yes	Yes, Please see Addendum 2 for list.	Yes
Based on experience in working with governmental entities during a two to three year period, what tangible deliverables has company provided. Three examples.	Oakland County Community Mental Health Authority-Protecting and Enhancing Access to Mental Health Ben Bodkin was able to stem the recent tide of state cuts to OCCMHA during the appropriations process. Successful in helping to protect the public mental health system from being taken over by health plans through the addition of boilerplate that their client was instrumental in crafting.	Michigan Municipal League-Helped pass several pieces of important legislation. Recently assisted in passing a bill through the house to eliminate the "Dark Stores" method of valuing property. This legislation will be vital to ensure long term stability of the property tax system in Michigan.	A large Michigan City faced a crisis in it's housing portfolio. Thousands of dilapidated and abandoned buildings needed to be removed as a blight became a major issue. Clark Hill's team assembled a multi-disciplinary team to aggressively pursue state and federal remedies. Working with different groups they were able to secure over \$30M in funding to for a blight fund that is to this day, removing abandoned structures to stabilize deteriorating neighborhoods.	St. Clair County-Has secured public funding for the redevelopment of the St. Clair Inn, landmark that is key to revitalizing the waterfront area. Also worked with the State of MI community health director to reimburse St. Clair County Health Department more than \$1 million in past due Medicaid funds and continues to assist the county to ensure timely reimbursements.	In 2015 the legislature enacted early warning legislation to identify and intervene in financially struggling school districts. Representing Oakland County Munetrix, The Frederick Group worked with educational associations, including school boards, to lobby for transparency and accountability standards. For the 2015-2016 and 2016-2017 fiscal years, \$1.5 Million is appropriated for each year for school districts to use a transparency and accountability system to help analyze and identify school districts needing assistance.
	Michigan Sheriffs' Association (MSA)-Increasing Jail Reimbursement Ben Bodkin was able to secure a \$5 per diem increase in the County Jail Reimbursement program (CJRP) on behalf of the MSA. The program reimburses sheriffs for housing felons sentenced to county jail that would otherwise be prison-bound, and rates had not been increased in years. As a result, sheriffs will now receive an additional \$1.5M statewide in revenues to jails. MSA will continue to push for increases in CJRP going forward.	Has represented the Michigan Public Transit Association (MPTA) since 2011. Midwest was successful in securing language in legislation which provided for the first structural increase to public transportation since 1987 in the Transportation funding package signed by Governor Snyder in November 2015. With this, public transit received an increase of \$42 million in the 2016-2017 budget. This is expected to increase to \$62 million upon full implementation in the next budget year.	A group of Michigan school districts sought assistance to address a tax exemption problem with the MI Dept of Treasury. Their Government Lobbying team conducted intensive outreach with school district officials and state education associations to create a groundswell of support while raising awareness of the issue. They provided a detailed legal analysis of the issue that was provided to school districts, legislators, and the Dept. of Treasury as a roadmap for resolution. The department issued a new interpretation of state tax law, providing the necessary exemption to the school districts. As a result, each school district was spared approx. \$50,000-\$60,000 in additional fuel tax burden annually.	Orion Township-Has served in a leadership role in a collaborative process of preparation and presentation of the Corridor Improvement Authority Plan for proposed improvements to the Brown Road expansion and Baldwin Road first phase streetscape projects. SCS is working with the township in respect to Brown Rd. These efforts have produced a retail plan on Brown road by the Menard's Corporation that could yield a \$12 million minimum investment in the community.	In 2011 the Legislature repealed historic and Brownfield tax credits as part of a larger tax credit repeal effort pushed by the Governor. Many communities were negatively impacted by the absence of the tax credits as redevelopment tools. The Frederick Group lobbied on behalf of the Michigan Historic Preservation Network and worked with other stakeholders to craft the Community Revitalization Program through SB 567.

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	Michigan Alliance for Lead Safe Homes/Michigan Environmental Council- Establishing State Funding for Lead-Safe Homes Lobbyist Jean Doss worked with a coalition of business, labor, environmental, and child advocacy organizations to successfully secure the first commitment of state dollars for abating lead in homes with a lead poisoned child, starting at \$1.25M in Fiscal Year 13-14, and increasing that amount to \$1.75M in FY 14-15, and in subsequent budget years.	Midwest currently provides strategy on all state legislation that could impact Oakland Community College. Examples include engaging in the annual appropriations process, securing capital outlay funding, working in conjunction with the Michigan Community College Assoc. on legislative priorities, focusing on economic development and growing skilled trades training programs for Southeast Michigan. Midwest worked to increase the FY 2016-2017 budget and as a result OCC will receive an additional \$341,500 over last year's budget for a total state funding level of 1.6% over last year's budget.	Several of their attorneys have significant experience in representing clients in ACT 312 negotiations as well as school and municipal government clients in fact finding. While representing clients in these matters, they have achieved significant savings in health care, retirement, wage rates and other employee-related costs.	Marine City-SCS has dedicated over 1000 hours working with officials and the State of MI to secure funding for the development of the Inn at Water Street. Their efforts helped secure a MEDQ grant for \$249,000 and a loan for \$167,000 for this project, which is considered the heart of the downtown community. Has led over 50 meetings with team members, drafted agreements, Marine City resolutions.	In 2007 the Legislature enacted legislation making changes to the 911 system. Representing the Oakland County Board of Commissioners, Michael Frederick lobbied in support of Senate Bills 410 & 411 of 2007. This legislative package made significant changes to the 911 enabling act including providing additional revenue to fund 911 operations and clarifying governance.
Describe potential conflicts of interest and process utilized to handle.	Only professional relationship/contract that Capitol has had in past five years involving a person or group with an official relationship with the City of R.H. is Gerald "Jerry" Detloff, Executive Director of their client, Michigan Downtown Association. Mr. Detloff is also a member of the City of Rochester Hills Planning Commission, and serving a three-year term which ends 3/31/17. Their business model is to avoid direct conflicts on issues for which they are under retainer with different clients.	To date, no conflicts with their current representation. In the event that a prospective client approaches Midwest asking for representation, which may pose an indirect conflict, their policy is to discuss the new possibility with their current client.	Requires that all prospective new clients as well as all new matters for existing clients be subjected to a conflicts check. The firm maintains an electronic database of all clients, former clients, and related parties of client companies and other individuals with whom the firm has had a relationship which could cause a conflict of interest. The database also includes the names of companies and individuals to whom the firm has been, or currently is, adverse on behalf of one of its clients.	They do not anticipate any conflicts of interest. When primary campaign for Oakland County Clerk emerged between Rochester Hills Clerk Tina Barton and SCS consultant, Bill Bullard SCS immediately informed the Mayor of the potential conflict and seamlessly transitioned leadership of account for Mr. Bullard to Robert Law and Dan Pero.	Have not identified any conflicts or potential conflicts of interest. Their contract details how any potential ethical conflict is identified and addressed-all to the fulfillment of the client's goals and needs.
Describe in detail full scope of in-house services. Include special qualifications or specialty areas.	They offer lobbying, strategic public policy and political consulting, bill tracking, and bipartisan relationship building services. In addition they offer coalition building, grassroots lobbying, and leadership training. Their approach is a collaborative, solution-oriented, and client specific- there are no cookie-cutter approaches. Capitol also manages political action committee (PAC) filing, provides executive management services, and files Secretary of State lobby requirements on behalf of our clients that may require one or all of these services.	Government Relations-Legislative appropriations, regulatory, and executive lobbying, committee hearing and testimony preparation, Legislative monitoring and analysis, bill and administrative rule drafting, coalition building and management, board meetings, conferences, workgroups, and presentations. Strategic planning, Procurement, Business Development. Trade Association management, Event planning, Political Action Committee (PAC) and Lobby Law Compliance.	Legislative Lobbying, Executive Branch engagement, political network development, Government activity monitoring/Advocacy, Coalition-Building and grassroots advocacy, and Legislative drafting and analysis. Detailed descriptions for each service is listed in vendor response.	In general they prepare testimony for clients who appear before legislative committees, They conduct and provide bill analysis on relevant legislation, they lobby and advocate on behalf of their clients, attend legislative committee hearings, identify government grant opportunities, provide grant writing assistance and strategic counsel to secure that funding. Provide communications, messaging, social media and public affairs assistance.	Assist Rochester Hills with the development of its annual policy priorities while providing political context, Pursue legislation as identified as part of the City's plan, Identify current legislation for the City's action, including supporting, opposing or seeking amendments. Arranging meetings with key policy makers, provide in-depth analysis and monitoring of legislation and regulations relating to those issues identified by the City. participate in City Council meetings as outlined by the final contract, provide activity reports and action alerts as determined by final contract, assist with compliance with Michigan Lobby Law reporting requirements.

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Identify consultant's affiliations both public and private sector.	Response states Client list is attached for review.	Michigan Political Leadership Program, Habitat for Humanity, The Children's Trust Fund, Michigan Political History Society. Lobbyists participate in various community boards, foundations, and appointed positions.	Tom Kelly-served as a senior policy advisor at the white house domestic policy council, and as Deputy Director of the Office of recovery for automotive communities and workers. Tom served as an aide to President Obama on his U.S. Senate and Presidential Campaigns. Delbert Chenault worked in different capacities on Governor Engler's staff, including deputy director for public affairs. Andrew Richner currently serves as a member of the University of Michigan and is chairman of the Board's personnel, Governance and Cooperation committee. Charles Spies serves as counsel to multiple campaigns, super PACs, trade associations, and non-profit organizations, including co-founding and serving as counsel to restore our future, the largest super PAC in history. Please see vendor response for complete details.	Rochester Hills Chamber of Commerce Detroit Regional Chamber and other local chambers of commerce Michigan Economic Development Association Michigan Historic Preservation network Oakland County Townships Association See vendor response for full listing	The Frederick Group is a member of the Michigan Chamber of Commerce. Michael Frederick is a licensed attorney and chairs the leadership resources committee at the consumers professional credit union. In addition, he serves on the Ingham County Economic Development Corporation's and Ingham County Brownfield Redevelopment Authority's Board of Directors. Justin Clement serves as a board member on the Fund Development Committee of Michigan Youth in Government and also serves as Chairman of the organization's Alumni Association.
Describe method of approach or work plan summary.	Capitol will help the City develop a strategic public policy agenda and a plan for successfully achieving that agenda. The result will be an increased presence and stronger voice in Lansing, better public policy, and positive outcomes for the people of Rochester Hills. The will help build lasting relationships with leaders, identified R.H. champions and friends to carry message inside legislature, plan for successful navigation of the legislative process, guide the City through what can be a confusing process in both policy debates and budget negotiations.	Midwest will immediately work with the City Mayor and staff to develop and pursue a detailed strategic plan to achieve success. Once the strategic plan is developed, they will utilize legislative dockets, the committee process, coordinated Lansing visits, regular reports and conference calls, and overall strong relationships with legislature, departments, and executive office to meet their goals and further improve the quality of their representation of the City.	Their approach is to be client focused at all times. Upon engagement they immediately identify a core team of professionals with the right experience to meet the clients' needs led by a single contact point. Will work with the City's leadership to develop a unique strategic initiatives plan to address stated priorities. Another benefit to the city offered by their firm is their extensive experience representing a variety of public clients on legal matters.	They work hard, know municipal government, they listen, are inclusive, do thorough research, plan and take relentless action.	Frederick Group assists clients by looking beyond the horizon to identify and create opportunities. This may involve securing funds for special pilot projects, fostering policy discussions, and offering client expertise for agencies. For example, the MI Dept of Environmental Quality has a grant program to encourage communities to use recycled scrap tires. The MDEQ has provided up to 1/2 of funding for some cities to use crumb rubber asphalt on their streets. Frederick Groups relationship with the MDEQ staff and executive management increases the likelihood that if Rochester Hills were to apply for a grant they would be successful.
How is firm uniquely qualified to serve the City.	They know local government and believe local government is the backbone of the political structure. Ben Bodkin spent 9 years lobbying for the Michigan Association of Counties (MAC), a large well-respected statewide association representing all 83 counties in Michigan. While there he worked on every major county issue of the last several years. Jean Doss specializes in appropriations issues at the Capitol.	Their Philosophy incorporates teamwork, a no-conflicts policy, and communication which sets their firm apart from other lobbyists in Lansing. While each client is assigned a lead lobbyist, their firm works as a team on all accounts. Midwest's emphasis on Communication is second to none. Their relationships, knowledge of the area, and representation of a diverse group of clients, make them well positioned to represent the City.	Unlike some firms that service clients by assigning one or two lobbyists, Clark hill employees the entirety of its team to help clients achieve objectives. They believe the era of term limits necessitates a "gang tackling" philosophy in order to achieve success. Clark Hill is unique in being able provide a local, state, and federal presence.	They are a Southeast firm , with many principles living in Oakland County so they understand the exceptional nature of the County's Government and Political environment. They have long time professional and personal relationships with Congressmen Mike Bishop and David Trott and the influential west Michigan Congressman Fred Upton. Locally they have relationships with Oakland Board of County Commissioner, County Executive Brooks Patterson and his economic development team, Sheriff Bouchard and the Oakland County Road Commission.	Frederick Group stands apart from the current trend in lobbying where firms often represent clients on both sides of an issue, which they believe creates an ethical or financial conflict. They refuse to do that. They give complete assurance that they will be focused solely on providing solutions to the City's needs in a principled manner. Unlike many firms who merely react to Legislative initiatives, the Frederick Group assists clients with looking beyond the horizon to identify and create opportunities to benefit the Client. This may involve funds for special pilot projects, policy discussions, and offering client expertise to agencies.

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List outside firms frequently used.	They work frequently with public relations and issue management firms that their clients have retained. Such firms include: Truscott Rossman, Resch Strategies, Martin Waymire, Grassroots Midwest, and others.	Has partnership with Alcade and Fay, a Washington, D.C. firm, for additional federal lobbying expertise.	No third party providers or subcontracting.	SCS has a working relationship with other government relations firms in Lansing and DC and a local law firm. They also work with, on a needed basis, firms that do: digital marketing, social media mgmt., website development, smart phone apps, internet advertising and search engine optimization, graphic design, database solutions, media buys, robo call surveys and advocacy, survey research, and targeted direct mail.	Uses a consultant to assist with monthly client newsletter. In addition, they have used the public relations firm of Martin Waymire in the past to help with client messaging and communications. They have a number of peer colleagues that they occasionally share ideas with and discuss strategies.
Describe method of communications with clients.	Capitol would meet the City to determine an internal communications plan, including a "chain of command" and decision-making process. Lobbyists are available by cell phone, email, typically during whatever hours are mandated by legislative circumstances.	In addition, to meetings and conference calls, clients receive a written weekly or monthly report summarizing activities, including their specific legislative docket. They are happy to provide legislative updates via email, phone, or in person meetings. Lobbyists are available at all times by cell phone and email. It is common for Midwest to communicate with both their clients and public officials long after traditional hours.	Birmingham office is 25 minute drive from the City, allowing them to appear in person before City officials should the need arise. Modern communications such as conference calling, e-mailing, webinars, cell phones, etc. make them imminently accessible. They also try to coordinate meetings, court appearances, etc. for greatest efficiency and will schedule planned meetings in advance. At most, only a few hours notice would be required to attend ad-hoc meetings.	They are available 24/7. They make their selves accessible at all time all times via email, texts, phone calls, meetings. Specifically a Senior SCS staff member has always attended the twice-monthly city Council meeting for four years, attended numerous City social events, meet regularly with the Mayor and staff, attend legislative and committee hearings in Lansing.	One of their mantras is "If we do not hear from you, you will hear from us". They strive to provide prompt responses and seek to have clients engaged in the process. Clients routinely receive detailed email and phone reports of issues and projects. Frederick Group provides a biweekly report to clients on all legislation that is of interest to a client. They regularly monitor regulatory issues and administrative rule changes, which are also included in the biweekly report. A sample report is attached to response.
Litigation in the last five years?	N/A	No	No	Did not answer	No
Comply with Michigan Lobby Registration Act?	Yes	Yes	Yes	Yes	Yes
Registered with the Secretary or State pursuant to 1978 OA 472?	Yes	Yes	Yes	Yes	Yes
Standard contract utilized? If so, is a sample attached?	Yes, See Attachment F	Yes	Yes	No	Yes
COST PROPOSAL					
Per Month-Lump Sum	\$4,250.00	\$4,500.00	\$5,000.00	\$6,000.00	\$4,000.00
Percentage of yearly adjustments					
Year 2017	3%	0.00%	3.00%	0.00%	2.50%
Year 2018	3%	0.00%	3.00%	0.00%	2.50%
Year 2019	3%	0.00%	3.00%	0.00%	5.00%
Year 2020	3%	0.00%	3.00%	0.00%	5.00%
Year 2021	3%	0.00%	3.00%	0.00%	5.00%
List any exceptions/alternates.		None	None	Travel outside of the State of Michigan at the request of City of Rochester Hills shall be submitted to the City for reimbursement. Expenses shall not exceed the sum of \$5,000 per term. SCS will not charge for expenses incurred for activities within the State of Michigan.	None
Preferred Method of Payment?	ACH	ACH	ACH	ACH	ACH

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NAME	GSCI Southeast LLC	Muchmore Harrington Smalley & Assoc., LLC	Acuitas	CapitalEdge
ADDRESS	120 North Washington Square Suite 110 Lansing, MI 48933	124 W. Allegan St. Suite 1900 Lansing, MI 48933	110 W. Michigan Ave Suite 100 Lansing, MI 48933	1212 New York Avenue., NW Suite 250 Washington, DC 20005
Year Firm Established	2011	1988	2007	1995
Years in Business	5	28	9	21
Type of Organization	LLC	Other-Limited Liability Company	Corporation	Corporation
Years company has been providing governmental representation?	GSCI-SE has been in existence since 2011, its membership has over 30 years of direct governmental advocacy experience. The collective lobbying/legislative experience of the personnel associated with GSCI-SE is over 100 years. GSCI-SE was established in 2011 as a venture between Governmental Consultant Services, Inc. (GSCI) and Capitol Relations.	MHSA has demonstrated success for the past 28 years on various and enumerable issues important to our clients. As strategic and bipartisan partner for their clients, MHSA offers an ethical corporate structure that is: professional, substantive, dedicated, creative, responsible and proactive.	Was founded in 2007 and is a full service government relations consulting firm based in Lansing. The principal lobbyists in the firm have over 75 years of lobbying experience in Michigan at the local, state and federal levels.	CapitalEdge is a Washington, DC-based government relations firm that specializes in providing federal advocacy and information services exclusively to local governments and their agencies. While the firm is in its current form was created in 1995, CapitalEdge founders first began providing these services in 1979 through the National Center for Municipal Development. NCMD was a non-profit venture established by the U.S. Conference of Mayors and National League of Cities.
Full-Time Professional:	11	11	8	5
Full-Time Non-Professional:	6	0	0	0
Part Time:	1	2	3	2
Describe resources you are capable of bringing to the City. Submit staff profiles. Include educational background.	Employs eleven registered and active lobbyists, making them the largest pure lobbying firm in the state. Michael Garavaglia, who served the Chief Administrative Officer and Director of Legislative Affairs for the Attorney General before founding Capitol Relations. Michael has a Bachelor's degree in Accounting and a Master's degree in Economics from the University of Detroit. Barb Farrah was a democratic member of the Michigan house, chairing the powerful House Regulatory Committee. She earned a bachelor's degree in political science from the University of Michigan-Dearborn. Michael Hawks served as Chief of Staff for the Majority Floor Leader in the Michigan House. In 2011, he was appointed by Governor Rick Snyder to the Board of Regents of his undergraduate alma mater, Eastern Michigan University. He also earned a Master's Degree from Michigan State University. Mike Garavaglia, Barb Farrah and Mike Hawks would head the governmental relations efforts undertaken by GSCI-SE.	MHSA staff has diverse backgrounds and extensive lobbying and problem-solving capabilities. Collectively, they possess more than 175 years of legislative, administrative and public policy experience. Able to deal with highly complicated public policy and political issues by focusing on our vision of providing leadership, creating opportunities, and achieving results for their clients in the public arena. MHSA provides a highly effective "team approach" to advocacy and client service. Patrick Harrington will assume primary responsibility for the City's needs yet all MHSA lobbyists will be fully prepared and readily available as advocated. Team biographies are attached to vendor response. Patrick Harrington holds bachelor's degree with high honors Michigan State University and a law degree from the Thomas M. Cooley Law School. He has been a licensed Attorney in Michigan since 1983.	Acuitas relationship matrix is extensive, including all members of legislature, top leaders within Governor Snyder's cabinet, outside stakeholders in the business community, NGOs, K-12 institutions, chambers of commerce, EDAs, Oakland University, Oakland County, Michigan Municipal League and many other entities at all levels of government. They have the capability and expertise to assist with issues across all state regulatory agencies, departments and legislature. Continually work with business leaders and influential associations, policy stakeholders and other organizations.	Clients have unlimited access to Principals. President, Chris Giglio would serve as the main point of contact for the City and he would remain in that capacity throughout the duration of the contract. In addition to human resources, the physical offices of CapitalEdge are available to Rochester Hills as its Washington Office. Offices are fully-equipped and would be available as a base of operations to any Rochester Hills official. Chris has been providing advocacy and information services to local governments in Washington for over 20 years Chris holds a B.A. in Political Science. Ralph Garboushian has special expertise in Transportation. Ralph holds a M.A. in Political Science. Joy Grewatz has extensive background in local government and a strong knowledge of urban policy, particularly those relating to homeland security and defense. Joy has a Master's Degree in Public Administration. Amy Jo Jacobsen has held a number of internships, ranging from community bank to the Consumer Protection Division in the Iowa Attorney General's office and Capitol Hill. Amy Jo has a B.A. with honors from Simpson College. Niharika Pendurthi is a Legislative and Grants research assistant. She is a cum laude graduate of Williams College with a Bachelor of Arts in Political Science.

PROPOSALS TABULATION				
RFP-RH-16-029				
Governmental Representation				
NAME	GCSI Southeast LLC	Muchmore Harrington Smalley & Assoc., LLC	Acuitas	CapitalEdge
ADDRESS	120 North Washington Square Suite 110 Lansing, MI 48933	124 W. Allegan St. Suite 1900 Lansing, MI 48933	110 W. Michigan Ave Suite 100 Lansing, MI 48933	1212 New York Avenue., NW Suite 250 Washington, DC 20005
How many public sector (governmental) clients of similar size? Provide listing for at least three (3).	Currently serves 15 local units of Government, the vast majority of which are similar in size to Rochester Hills. <u>City of Detroit</u> -Mayor Mike Duggan, 313-224-3400 <u>City of Taylor</u> -Mayor Rick Sollars, 734-374-1449 <u>City of Lansing</u> -Mayor Virgil Bernero, 517-483-4141 City of Ann Arbor-Mayor Chris Taylor, 734-794-6165	<u>City of Romulus</u> -Tim Keyes 734-955-4537 MHSA had to find a revenue solution for the City that would replace this loss revenue. MHSA was able to secure an airport parking tax that the City receives a portion of that to date has netted \$20 million. <u>City of Wyoming</u> -Curtis Holt, 616-530-7265 MHSA has advocated for increased revenue sharing, defeated significant changes proposed in legislation amending the Housing Law of MI. <u>Oakland County</u> -L. Brooks Patterson, 248-858-0484 MHSA has successfully obtained a variety of road funding projects, a wireless Oakland; 911 with the Michigan State Police. Currently working with Representative Webber on House Bill 5282 which deals with sewer overflow liability reform.	<u>Eastern Michigan University</u> -Chad Wing, 734-487-7048. Worked with the legislature and Lt. Governor Calley to secure \$31 million in capital outlay funding for Strong Hall in the FY 2017 budget. <u>Regional Transit Authority of Southeast MI</u> - Paul Hillegonds 313-402-1020 Quickly identified existing legislation that could serve as a vehicle to address a critical statutory fix needed by the RTA, immediately secured the support from the bill sponsor, House and Senate leadership and the Governor's office, and saw the amendment enacted within weeks. Authority Health- Chris Allen, 313-871-3751 Cultivated a local champion to facilitate the collaboration of the business community and the Authority on community projects that will enhance the health and well-being of residents.	<u>City of Avondale, Arizona</u> - Jessica Blazina, Intergovernmental Affairs Assistant Director, 623-333-1612 Federal Advocacy and Information Services since 2009. <u>City of Beaumont, Texas</u> The Honorable Becky Ames, Mayor 409-880-3770 Federal Advocacy and Information Services since 1981. <u>City of Pasadena, California</u> Julie Gueierrez, Assistant City Manager 626-744-7371 Federal Advocacy and Information Services since 1981
Provide a list of clients you currently represent. Is list attached to this proposal?	Yes	Yes	Yes	Yes
Based on experience in working with governmental entities during a two to three year period, what tangible deliverables has company provided. Three examples.	City of Detroit-Successfully lobbied the Michigan Legislature to pass a 10-bill package in 2014 to help facilitate Detroit's exit from the largest municipal bankruptcy in U.S. History. The package among other things, committed the state to paying \$195 million to augment city pensions. In 2015 they successfully lobbied for passage of what is now Public Act 17 of 2015 that prescribes a statutory lien of Detroit income tax resources pledged to repay bond issued as part of the City's exit from bankruptcy.	Recently secured \$3 million in funding Port Infrastructure improvements and dredging through the Michigan Economic Development Corporation for the Port of Monroe.	Representing the City of Escanaba- shepherded the idea generation, legislative drafting and enactment of Senate Bill 397 and House Bill 4782 into law to establish a Next Michigan Development Zone in Michigan's upper peninsula.	Legislative Solutions-Diversion of Natural Gas Royalties. City of Beaumont recently received approx. \$50 million in royalties from the discovery of natural gas reserves on the grounds of their municipal airport. CapitalEdge worked with the City, its congressional delegation, congressional committees to include a provision in the 2012 FAA reauthorization bill that created a process for the FAA to consider using such revenues on transportation projects within the community but outside the airport.
	City of Taylor-Successfully worked with the Michigan Land Bank Fast Track Authority and the Michigan State Housing Development Authority on the City of Taylor's application for blight elimination funding. The city received a \$100,000 grant in March 2016 to demolish an abandoned elementary school.	Secured recent approval of the largest public and private partnership for a 50 block redevelopment in Detroit, including a world class event center and mixed use development, valued at \$650 million.	Representing Eastern Michigan University-Worked with legislature and Lt. Governor Calley to secure \$31 million in capital outlay funding for Strong Hall and funding for Higher Education, Tuition assistance, Autism Center and Science, Technology, Engineering and STEM programs. Annually they support large annual events and advocacy days like EMU at the Capitol.	Regulatory Relief-Urbanized Area Designations. Grouts it in the Phoenix metro area from 2000-2010 was likely to result in the City of Avondale losing its status as its own UZA and being included in the Metro Phoenix UZA. Such a change would have had significant impact on transit service in Avondale, as UZAs with populations over 200,000. CapitalEdge worked with the City's congressional delegation and other communities that would be affected by these changes to educate the Department of Commerce. Commerce was convinced not to update the UZA designation which allowed over \$2M in annual transit funds to be used for operating bus routes in Avondale at least through 2020.

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	City of Ann Arbor-Successfully worked with Governor Snyder and the Michigan Department of Environmental Quality to remedy an environmental issue dealing with concerns about an underground plume of dioxane contaminating drinking water supplies in Ann Arbor area. The issue posed a critical threat to the community. GCSI was able to work with the local leadership in gaining the support of the Governor to put in place the necessary rules and regulations to ensure safety for the region.	Secured MDOT and federal highway approval for a right-of-way access to allow for a \$100 million outlet mall for the City of Romulus.	Representing the University of Detroit Mercy Dental School- Successfully advocated in support of expansion of Healthy Kids Dental funding for all counties in Michigan and secured \$2 million in general funds for needed clinical services in Detroit.	Grant Assistance-Firefighter hiring. During the recession, the City of Reno was struggling to keep up its fire services in the face of declining revenue. Drought conditions and proximity to extensive federal lands made it particularly important for the City to maintain its services, but like many communities during that time, layoffs were necessary. CapitalEdge worked with the City's congressional delegation and homeland security in support of two applications to the FEMA firefighter hiring program known as "SAFER". The successful effort allowed the City to either avoid the layoff of or rehire over 60 firefighters.
Describe potential conflicts of interest and process utilized to handle.	Does not currently have or has not had in the past five years any professional relationships/contracts involving the City, its elected and appointed officials, and employees, or any of its component units. Should a conflict arise in the course of contractual relationship with the City, they will notify the City's designee posthaste to address it and work to mitigate the conflict.	MHSA does not have current or past contracts with the City or professional relationships with appointed officials or employees so there would not be any conflicts of interest relative to the performance of the duties described in this RFP. Any subcontracts MHSA would utilize would be screened for conflicts before discussion of the issues and would be held to terms detailed in RFP.	Do not believe Acuitas or any individuals with the firm that would be working on this contract have any conflicts of interest with the City.	CapitalEdge does not foresee any conflicts of interest. They do not represent any other entities in Michigan. If a conflict should arise they would alert Rochester Hills and discuss a resolution that is acceptable-such as reassigning staff that allows us to continue to advocate on the City's behalf of the issue. No CapitalEdge staff have had any kind of relationship, professional or personal, with any Rochester Hills officials.
Describe in detail full scope of in-house services. Include special qualifications or specialty areas.	Bill Tracking, Access to Legislative Leaders, Committee Representation, Issues management, collaborating with other government stakeholders, Lobby/Law Campaign Finance Assistance, Political Functions, Advocacy and Implementation of Public Sector Policies and Programs, Grant Procurement. GCSI-SE benefits from the Headquarters of GCSI in Lansing as well as Capitol Relations offices in Farmington Hills. Access to legislators in Lansing and the offices of their clients in Southeast Michigan. Detailed descriptions of each service is in vendor response.	MHSA will represent the City through direct advocacy before the Michigan Legislature. Advocacy services will include strategy & issue consultation, issue management, monitory legislative and regulatory activity, providing accessibility to government policy makers, drafting or amending relevant legislative proposals, committee attendance, coalition building, and direct lobbying of key policy makers and their staff. Will provide the City with strategic consultation on a regular basis, will receive a weekly listing of all bills MHSA is lobbying on behalf of City, will distribute to the City MHSA's newsletter.	Government relations consulting, monitoring and lobbying. Grant procurement, business development, social media and strategic communications, issue development strategy, issue/legislative tracking and monitoring, budget advocacy and monitoring, political consultation, relationship building, bill drafting, research and analysis, ally recruitment and coalition building, grassroots advocacy. Strategic partnerships in areas of: Grant writing, fundraising, legal, media relations.	Federal Program Development-CapitalEdge proposes to visit the City at least once a year in order to discuss federal issues of interest with elected officials and City staff with the intention of developing a federal program for the upcoming year. Advice and Advocacy on the City's behalf. Federal Information Services. Support for City officials traveling on Federal Business. National Organization Support, Grants assistance.

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Identify consultant's affiliations both public and private sector.	Michael Garavaglia-Board of Directors of Detroit Medical Center, Board of Directors Forgotten Harvest, Board of Directors Wayne County Airport Authority. Michael Hawks-Board of Regents-Eastern Michigan University.	Has numerous private and public sector affiliations through their client base, memberships to entities such as the Lansing, Detroit and Michigan Chambers' of Commerce, public relations firms, vendors, political fundraisers, pollsters, media, consulting firms. MHSA has strong personal and professional relationships with the Michigan Congressional delegation that have proven to be helpful to clients over the years. MHSA would engage Pillsbury Winthrop Shaw Pittman LLP, a leading public policy firm in DC, should a need arise in the course of the relationship with the City.	Michigan Chamber of Commerce Detroit Regional Chamber Grand Rapids Area Chamber of Commerce Lake Superior Community Partnership Traverse City Regional chamber of Commerce Lansing Regional Chamber of Commerce Small Business Association of Michigan American Forest & Paper Association Michigan Society of Association Executives National Alliance of Forest Owners Michigan Athletic Club	Question was omitted in their response.
Describe method of approach or work plan summary.	They will identify, engage, and recruit allies with shared goals when possible. It's important that they tailor a specific path for each identified priority developed through their collective expertise and past legislative experiences. Supplemental tasks may or may not include identifying and recruiting allies with shared goals, targeting specific, relevant policymakers as well as key analysts and advisors.	The work plan would be first to bring the lobbying team for an orientation and strategy session with the key decision makers to determine the community's priorities in terms of policy initiatives and projects and assess the viability of achieving each priority. MHSA would then work with the appropriate City staff to execute the community's priorities. Cost and speed of delivery cannot be determined without full discussion of the issues and goals of the City.	Approach has three phases. In all cases they are tailored to the specific needs and circumstances of client. Phase 1-Pre-Engagement, Assessment and Advocacy Plan Phase 2-Deliverables: Public affairs, Communications and Advocacy Phase 3-Ongoing Representation and Continuous improvement.	A site visit to Rochester Hills to meet with City officials, see City projects and services, and create a Federal Platform would be priorities for CapitalEdge. Spend time engaging with the City's congressional delegation in order to establish a relationship that can benefit both the City and the Member. Would seek out federal grant opportunities that match the City's needs and priorities.
How is firm uniquely qualified to serve the City.	Widely recognized in Lansing as having unmatched expertise in municipal lobbying representation evidenced by the number of blue chip communities that they've represented over the last 30 years.	MHSA was named Michigan's "Number 1" multi-client lobbying firm and "Number 1" lobbying organization (which includes corporations, trade associations, non-profit organizations and multi-client lobbying firms). Out of more than 4100 registered lobbyists agents in Michigan, five MHSA lobbyists earned honors and were ranked in the category of "Individual Lobbyists: The Top 10"	Acuitas is Latin for insight, sharpness, and perception. This is what is at the heart of what uniquely qualifies them to represent the City. It gives the City a competitive advantage to effectively position the City and its leaders enabling them to reach the City's long term goals. Other highly specialized expertise beyond government relations consulting and lobbying that sets Acuitas apart includes: Social media and Strategic communications, Bi-partisan approach with deep republican roots, access to statewide business leaders.	One of the few firms in Washington that provides services exclusively to local governments. Has a strong record of legislative and regulatory achievements on behalf of their clients that stretch over 30 years. Has established significant long-term relationships with their clients that are based on providing timely, effective and personalized service. As a result, our clients enjoy an uninterrupted, non-partisan presence in Washington.

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List outside firms frequently used.	N/A	Firms MSHA frequently uses include: Martin Waymire Trucott Rossman Marketing Resource Group Pillsbury Winthrop Shaw Pittman LLP Others depending upon issues or requirements	As needed they work closely with a variety of law firms and public relations firms in Lansing. Past project colleagues have included: Marketing Resource Group (MRG), Resch Strategies, Truscott Rossman, Byrum & Fisk, Dykema, Warner Norcross & Judd, Honigman, Dickinson Wright, Sterling/Lambert Edwards	Does not use outside firms or subcontractors
Describe method of communications with clients.	Pledge to engage the City either in writing, verbally or both on a regular basis. They would tailor a communications plan that could include, but is not limited to, face-to-face meetings, periodic updates, emails, texts and faxes. Because of this technology, they can provide immediate interaction as needed or desired.	Communicates with clients through email, texts, phone calls, meetings as deemed appropriate, weekly newsletter, weekly bill tracking during legislative session, client updates bulletins via email on topics such as State of the State, budget, etc.	Team of lobbyists is available to City any hour of the day and night. They provide 24-hour service and real-time communication, weekly or monthly updates as well as quarterly, annual and special reports. Ongoing communication throughout the engagement process means their team will have a solid understanding of the City's strategic interests, working together to assure City continues to grow and thrive.	Email, cell phone numbers will be provided, Rochester Hills will be provided the CapitalEdge Washington Report each week that Congress is in Session in Washington that week of interest to local governments, as well as federal grant opportunities and regulatory notices. Some clients prefer to have a standing conference call, usually on a bi-weekly basis, to receive updates and discuss activities.
Litigation in the last five years?	No	No	No	No
Comply with Michigan Lobby Registration Act?	Yes	Yes	Yes	No. Currently do not conduct business in MI.
Registered with the Secretary or State pursuant to 1978 OA 472?	Yes	Yes	Yes	No. Currently do not conduct business in MI.
Standard contract utilized? If so, is a sample attached?	Yes, Attached.	Yes	No	No
COST PROPOSAL				
Per Month-Lump Sum	\$5,000.00	\$5,000.00	\$4,000.00	\$5,000.00
Percentage of yearly adjustments				
Year 2017	0.00%	0.00%	\$0.00	0.00%
Year 2018	0.00%	0.00%	\$0.00	0.00%
Year 2019	0.00%	3.00%	\$0.00	0.00%
Year 2020	0.00%	2.00%	\$0.00	0.00%
Year 2021	0.00%	2.00%	\$0.00	0.00%
List any exceptions/alternates.	Fee is typically all inclusive, unless we are asked to perform special tasks that cost the firm an extraordinary expense. In such cases, they will seek approval before any such activity.	None	None	None
Preferred Method of Payment?	ACH	ACH	ACH	ACH

COST PROPOSAL SUMMARY - 5 Year									
NAME	Capitol Services, Inc.	Midwest Strat Grp	Clark Hill PLC	SCS	Frederick Group	GCSI Southeast	MHS & Assoc., LLC	Acuitas	CapitalEdge
Per Month-Lump Sum	\$4,250.00	\$4,500.00	\$5,000.00	\$6,000.00	\$4,000.00	\$5,000.00	\$5,000.00	\$4,000.00	\$5,000.00
% Adjustment Year 2017	3.00%	0.00%	3.00%	0.00%	2.50%	0.00%	0.00%	\$0.00	0.00%
Year 2017 Monthly	\$ 4,377.50	\$ 4,500.00	\$ 5,150.00	\$ 6,000.00	\$ 4,100.00	\$ 5,000.00	\$ 5,000.00	\$ 4,000.00	\$ 5,000.00
Year 2017 Yearly	\$ 52,530.00	\$ 54,000.00	\$ 61,800.00	\$ 72,000.00	\$ 49,200.00	\$ 60,000.00	\$ 60,000.00	\$ 48,000.00	\$ 60,000.00
% Adjustment Year 2018	3.00%	0.00%	3.00%	0.00%	2.50%	0.00%	0.00%	\$0.00	0.00%
Year 2018 Monthly	\$ 4,508.83	\$ 4,500.00	\$ 5,304.50	\$ 6,000.00	\$ 4,202.50	\$ 5,000.00	\$ 5,000.00	\$ 4,000.00	\$ 5,000.00
Year 2018 Yearly	\$ 54,105.96	\$ 54,000.00	\$ 63,654.00	\$ 72,000.00	\$ 50,430.00	\$ 60,000.00	\$ 60,000.00	\$ 48,000.00	\$ 60,000.00
% Adjustment Year 2019	3.00%	0.00%	3.00%	0.00%	5.00%	0.00%	3.00%	0.00%	0.00%
Year 2019 Monthly	\$ 4,644.09	\$ 4,500.00	\$ 5,463.64	\$ 6,000.00	\$ 4,412.63	\$ 5,000.00	\$ 5,150.00	\$ 4,000.00	\$ 5,000.00
Year 2019 Yearly	\$ 55,729.08	\$ 54,000.00	\$ 65,563.68	\$ 72,000.00	\$ 52,951.56	\$ 60,000.00	\$ 61,800.00	\$ 48,000.00	\$ 60,000.00
% Adjustment Year 2020	3.00%	0.00%	3.00%	0.00%	5.00%	0.00%	2.00%	\$0.00	0.00%
Year 2020 Monthly	\$ 4,783.41	\$ 4,500.00	\$ 5,627.55	\$ 6,000.00	\$ 4,633.26	\$ 5,000.00	\$ 5,253.00	\$ 4,000.00	\$ 5,000.00
Year 2020 Yearly	\$ 57,400.92	\$ 54,000.00	\$ 67,530.60	\$ 72,000.00	\$ 55,599.12	\$ 60,000.00	\$ 63,036.00	\$ 48,000.00	\$ 60,000.00
% Adjustment Year 2021	3.00%	0.00%	3.00%	0.00%	5.00%	0.00%	2.00%	\$0.00	0.00%
Year 2021 Monthly	\$ 4,926.91	\$ 4,500.00	\$ 5,796.38	\$ 6,000.00	\$ 4,864.92	\$ 5,000.00	\$ 5,358.06	\$ 4,000.00	\$ 5,000.00
Year 2021 Yearly	\$ 59,122.92	\$ 54,000.00	\$ 69,556.56	\$ 72,000.00	\$ 58,379.04	\$ 60,000.00	\$ 64,296.72	\$ 48,000.00	\$ 60,000.00
5-YEAR CONTRACT TOTAL	\$ 278,888.88	\$ 270,000.00	\$ 328,104.84	\$ 360,000.00	\$ 266,559.72	\$ 300,000.00	\$ 309,132.72	\$ 240,000.00	\$ 300,000.00